



NATIONAL CITY FOCUSED GENERAL PLAN UPDATE, CAP, AND EIR REVISED COMMUNITY ENGAGEMENT PLAN

(MARCH 2021)

PROJECT DESCRIPTION

The City of National City is embarking on a Focused General Plan Update and a Climate Action Plan Update. The General Plan serves as the guiding document for achieving the community's vision for the future. The General Plan was last updated in 2011. Since then new state legislation and other regional and local changes have taken place. The Focused General Plan Update will provide residents and businesses the opportunity to shape the future direction of the City.

The elements of the General Plan that are being updated are: Land Use and Community Character, Circulation (Transportation), Safety, and Housing. The City's Climate Action Plan is included in the update, as well. Climate Action Plans are comprehensive roadmaps that outline the specific activities an agency will undertake to reduce greenhouse gas emissions (GHGs). The integration of land use, transportation, and housing is important in the strategy of GHG reduction, which is why the City is taking a wholistic approach in updating these elements in conjunction with updating the Climate Action Plan.

The COVID-19 pandemic has created a unique challenge to facilitating community engagement. Consistent with official public health guidance, outreach activities will be shifted from in-person events to virtual platforms. To address potential barriers to participation and maximize reach, a variety of media and activities are proposed to share information and host activities.

NOTIFICATION PROCEDURES

Direct mailings, the City's e-mail listserv, and the City's social media sites will be used to share the dates and times of outreach events and opportunities to get involved. Information will be provided in both English and Spanish. A webpage will also be established on nationalcityca.gov to provide project updates.

PHASE I OUTREACH: AUGUST/SEPTEMBER 2020

PUBLIC WEBINARS

Four (4) webinars will be held to introduce the project to the public. The goal of the webinars will be to educate the public on the project and solicit their input on the existing conditions, goals and policies, and recommendations. Webinars will be participatory by having a question and answer session and implementing such interactive activities such as live polling. Three webinars will be conducted in English with live Spanish translation available via a separate channel. One webinar will be conducted in Spanish. The goal is to reach a wide audience and therefore the webinars will be held at a variety of times including a weekday, weekday evening, and weekend day.



SURVEY

A community-wide survey will be conducted in both English and Spanish to gain the input of residents and other stakeholders. The survey will be hosted online via the MetroQuest platform. In addition to the standard notification procedures, advertising of the survey will be through the webinars, stakeholder interviews, website and social media posts, office hours, and tie into other City advertising opportunities.

TELEPHONE OFFICE HOURS

The project team will hold telephone Office Hours where interested persons can call to ask any questions or discuss the project. Both English and Spanish-speaking staff will be available during these times. Office Hours will provide the opportunity for individuals who cannot attend a webinar (or have limited access to a digital device) to learn about the project and offer feedback.

STAKEHOLDER INTERVIEWS (ON-GOING)

The project team will conduct interviews with stakeholders in the General Plan Update process. Stakeholders may include citizens; developers; Council members; Planning Commissioners; Housing Commissioners; National City Staff; community leaders; and Chamber of Commerce, among others. The interviews will be conducted over a digital meeting platform.

PHASE 2 OUTREACH: MARCH/APRIL 2021

PUBLIC WEBINARS

Two (2) webinars will be held to provide an update on project recommendations and solicit public input on goal and policy recommendations. Webinars will be participatory by having a question and answer session and implementing such interactive activities such as live polling. Webinars will be conducted in English with live Spanish translation available via a separate channel.

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PHASE 3 OUTREACH: DECEMBER 2021 TO FEBRUARY 2022

PRESENTATION VIDEOS

Condensed presentation videos (one in English and another in Spanish) will be created to explain the project, environmental review and SEIR scoping process, and highlight opportunities to get involved. The videos will be posted to the City's website and social media pages.

PUBLIC HEARINGS

Final hearings and adoption for the General Plan Update and CAP will take place via the Housing Advisory Committee, Planning Commission, and City Council between December 2021 and February 2022. Materials will be posted to the project website ahead of time for Public Review. Due to State-mandated timeframes, the Housing Element will be presented for adoption by the City Council earlier in April/May 2021.